2016 Annual Conference
The nation’s premier veterinary event
Adelaide 22–27 May

2016 Sponsorship and Exhibition Opportunities

Adelaide Convention Centre
Adelaide, South Australia

Scientific Program: 23-26 May
Exhibition: 22-26 May

2015 was a sell-out. Don’t miss out!

classroom.ava.com.au
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Welcome

The 2016 AVA Annual Conference will be held at the Adelaide Convention Centre, 22-27 May. It is the largest veterinary conference in the region. Rotating around Australia’s capital cities it attracts an average 1,100 veterinary professionals including 800 paid delegates on any given day. In 2015, a record-breaking 1,600 event professionals including 1,100 paid delegates and over 90 exhibitors gathered at our annual conference, which was co-hosted with our New Zealand counterparts and happens every 5 years.

The AVA Annual Conference puts you in touch with veterinary professionals and decision makers. We offer an array of sponsorship, exhibition and promotional opportunities at various levels and will work with you to create a package that fits your needs and budget.

The scientific committee is working on a program that will offer a stellar line-up of local and international speakers, eight concurrent streams and 200 scientific sessions. There will be specialist workshops and field trips and a social program bursting at the seams. You will have the opportunity to mingle with your customers in a relaxed atmosphere at the welcome reception and exhibition opening, happy hours and the gala dinner.

The exhibition is always a sell out and is the largest veterinary exhibition in the country with 128 stands available. Sponsorship and exhibition opportunities open in October 2015 and delegate registrations open in February 2016.

Our delegates tell us they are looking for the newest products and innovations from the companies that are contributing to the advancement of the profession. They are engaged and eager to learn about your products and services.

Our sponsors and exhibitors tell us it is the one conference they can’t afford to miss.

Hope to see you in Adelaide in 2016!

About the Australian Veterinary Association (AVA)

The Australian Veterinary Association (AVA) is the peak national body representing the Australian veterinary profession, delivering a range of services and benefits of the highest quality to over 9,000 members and veterinary students. Membership is made up of veterinarians in practice, industry, government and academia.

The AVA has 21 special interest groups, providing opportunities for members with particular interests or expertise to develop in these areas and promote their special interest to the community and the profession.

The AVA is the leading continuing professional development provider for veterinarians in Australia running over one hundred learning activities including conferences, seminars, workshops, state and branch meetings and webinars.
Conference Venue – Adelaide South Australia

It is no secret that Adelaide, South Australia is a food and wine lover's paradise. Renowned wine regions, including the Barossa Valley and McLaren Vale are just a stone’s throw from Adelaide and it is home to some of word’s best wine, including Penfold's Grange. For unique and accessible wildlife, the beautifully preserved Kangaroo Island plays host to kangaroos, koalas, sea lions, penguins, platypuses and all manner of fauna, while Port Lincoln is home to the Great White shark, Southern Bluefin tuna and Coffin Bay oysters.

The conference will be held at the multi-award winning Adelaide Convention Centre, which has a global reputation for impeccable service and has put Adelaide on the map as one of the world’s best venues for conferences and exhibitions. The Adelaide Convention Centre is located in the CBD of Adelaide, adjacent to the picturesque River Torrens and parklands and surrounded by trams, trains, buses, taxi ranks and ample car parking. A short stroll along the iconic North Terrace places you in the heart of Adelaide city – Australia’s culture, cuisine and events capital – where visitors can enjoy a perfect café latte by day or an award-winning local wine or microbrew by night.

North Terrace is also home to many cultural and educational sites of note, including the Botanic Gardens, Art Gallery of South Australia, South Australian Museum and State Library of South Australia.

South Australia Tourism – southaustralia.com | Adelaide Convention Centre – adelaidecc.com.au

2016 AVA Annual Veterinary Conference Sunday 22 May – Friday 27 May

☒ The Industry Exhibition is in Halls H and J
☒ The main plenary will be held in Hall L
Why you can’t afford to miss the AVA Annual Conference

Many delegates come to the AVA Annual Conferences eager to source products and services to help them in their day-to-day working lives so it’s essential that you don’t miss out on your opportunity to have that face-to-face conversation with those key decision makers.

It is a great opportunity for sponsors and exhibitors to directly educate the veterinary professionals attending; this is the place for your organisation to establish new business relationships or build on existing ones.

Our sponsorship program goes beyond your stand through:

- **Brand alliance**
  align your brand with cutting edge continuing professional development, technology and critical issues.

- **Brand exposure**
  the AVA Annual Conference will be the largest veterinary gathering in Australia covering a range of veterinary science fields.

- **Meet face to face**
  with the decision makers and people with the buying power.

- you can **showcase your products** and services to your target audience where your target audience is keen to learn and receptive to new ideas.

- **Marketing toolkit**
  we provide you with a toolkit to market your presence at the show which complements our own strategic marketing and promotional campaigns.

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**4 days** of scientific programs
200 sessions

**130 speakers**
International and local

**Best exhibition** stand competition
AVA awards

Fantastic pre and post touring options

**Workshops** and field trips

**Social events** – welcome reception and exhibition opening, happy hours, special interest group dinners, gala dinner

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“We had a very successful conference with lots of contact and interest from the delegates.”

Slade Pharmacy
What our exhibitors say

- 97% of exhibitors achieved their objectives.
- 90% found the exhibition was well organised.
- 87% of the surveyed exhibitors found the exhibition either great or good.

Source: 2015 Pan Pacific Veterinary Conference Exhibitors and Delegates survey
Partnership opportunities

Maximise your visibility for your target markets by becoming a conference partner. Our marketing will ensure that your support and profile is raised with the 9,000+ AVA members and the profession as a whole.

You can choose one of our medallion partnership opportunities or talk to us about a tailored package to suit your needs. An early commitment will mean greater exposure and a greater return on your investment. For tailored packages please contact Kandy Musgrave, National Events Manager: email: events@ava.com.au or call + 61 (02) 9431 5051.

AVA Sponsor Partner Points

We value the support of our partners and by investing in a medallion partnership package you will be awarded points that will contribute to stand allocation preference for the AVA Annual Conference for the next 3 years.
Medallion partnership packages  All prices include 10% Australian GST.

**Platinum partnership**

Only one opportunity

» Acknowledgment as a Platinum sponsor

» 36 square metres of exhibition space in the industry exhibition – either stand, or floor space only

» Preferential treatment regarding allocation of exhibition space within the exhibition

» Your company logo on each conference satchel (placement and size of the logo is at the discretion of the AVA)

» Your company logo on delegate lanyards

» 1 scientific stream sponsorship of your choice

» 1 full page colour advertisement in the Conference Handbook

» 2 conference related articles in the conference eNewsletter

» 1 slot in the electronic noticeboard queue

» Website package including placement of your logo on the conference website homepage

» Listing in the online trade directory

» Acknowledgment on selected printed matter leading up to and during the conference

» Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors’ board during the conference

» 6 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the gala dinner

» Opportunity for appropriately qualified representative to address the audience for a maximum of three minutes during the opening plenary session

» Verbal acknowledgment (opportunities to be determined)

» Conference logo for use on your promotional materials

**Gold partnership**

Limited opportunities

» Acknowledgement as a Gold sponsor

» 36 square metres of exhibition space in the industry exhibition – either stand, or floor space only

» Preferential treatment regarding allocation of exhibition space within the exhibition

» 6 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the gala dinner

» Website package including placement of your logo on the conference website homepage

» Listing in the online trade directory

» 2 conference related articles in the conference eNewsletter

» 1 full page colour advertisement in the Conference Handbook

» 1 satchel insert into the conference bags (no larger than A4)

» Acknowledgment on selected printed material leading up to and during the Conference

» Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference

» Verbal acknowledgment (opportunities to be determined)

» Conference logo for use on your promotional materials

SOLD

Thank you Hill’s Pet Nutrition
Limited opportunities

» Acknowledgement as a Silver sponsor
» 18 square metres of exhibition space in the industry exhibition – either stand, or floor space only
» Preferential treatment regarding allocation of exhibition space within the exhibition
» 4 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the gala dinner
» Website package including placement of your logo on the conference website homepage
» Listing in the online trade directory
» 1 conference related article in the conference eNewsletter
» 1 half page colour advertisement in the Conference Handbook
» 1 satchel insert into the conference bags (no larger than A4)
» Acknowledgment on selected printed material leading up to and during the conference including the registration brochure and conference handbook
» Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference
» Verbal acknowledgment (opportunities to be determined)
» Conference logo for use on your promotional materials

Silver partnership $25,495

Limited opportunities

» Acknowledgement as a Bronze sponsor
» 9 square metres of exhibition space in the industry exhibition – either stand, or floor space only
» Preferential treatment regarding allocation of exhibition space within the exhibition
» 2 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the gala dinner
» Website package including placement of your logo on the conference website homepage and a free listing in the online trade directory
» 1 conference related article in the conference eNewsletter
» 1 quarter page colour advertisement in the Conference Handbook
» 1 satchel insert into the conference bags (no larger than A4)
» Acknowledgment on selected printed material leading up to and during the conference
» Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference
» Verbal acknowledgment (opportunities to be determined)
» Conference logo for use on your promotional materials

Bronze partnership $15,540

“A well organised conference with multiple business opportunities to be made.”
Safe 4 All
## What’s new?

### Mobile app

<table>
<thead>
<tr>
<th>Mobile app $8,000</th>
</tr>
</thead>
</table>

The Mobile Application enables participants to access all conference related information and functions, such as scientific program, speaker’s bios, exhibitors and social functions. Support will be recognised on the home screen with “Supported by…” and a company logo. Sponsors logo with hyperlink to 2016 AVA Annual Conference dedicated website.

### Speakers Preparation Room $2,500

Facilities will be available at the Convention Centre for speakers to review their presentations. Sponsor’s logo with hyperlink on the conference website. Opportunity to provide sponsor’s mousepad at each workstation. Opportunity to display sponsor’s logo on screensavers at each workstation.

### Themed ‘Chill Out’ Lounges $6,500 per lounge

2 opportunities

*Back by popular demand

*Sold out in 2014 and 2015

Delight delegates with a place to network and chill out in the exhibition in the ‘Lizard Lounge’, the ‘Winning Post’ or ‘Cattle Capers’ or insert your brand name and come up with your own theme.

A great way to extend your brand past your stand and provide fun and interaction for delegates.

The sponsor is responsible for furniture and theming. Height restrictions of 1.2 metres.

### New Product Gallery $1,975

Limited opportunities (back by popular demand)

Get noticed. Do you have a new product or service to launch? Then promote it on the new product gallery and direct delegates to your stand to find out more. The gallery will be displayed at the entry to the exhibition.

Exhibitor supplies artwork.

Dimensions:
970mm wide x 2360mm high
Sponsorship opportunities

Think outside your stand with high visibility sponsorship and advertising opportunities

**Plenary Session**

There will be plenary sessions held each day of the conference. Each plenary will feature a keynote speaker or panel discussion. Details of each plenary topic will be available in December.

- Signage at the entrance to the plenary and inside the plenary session room (signage to be supplied by the sponsor)
- Acknowledgment by the session chairperson
- Logo on opening and closing session slide
- Opportunity for appropriately qualified representative to address the audience during the plenary session for a maximum of 3 minutes
- 3 registrations to the plenary. Excludes other scientific sessions
- Acknowledgment on selected printed material leading up to and during the conference
- Website package including placement of your logo on the conference website and a listing in the online trade directory
- Company logo on the conference handbook
- Opportunity to hand out 1 brochure as delegates enter the plenary or include 1 satchel insert into the conference bags (no larger than A4)
- Conference logo for use on your promotional materials

**Scientific Stream Sponsorship**

**Limited opportunities**

The scientific program will be released in December

- Signage at the entrance to the session and inside the session room (signage to be supplied by the sponsor)
- Acknowledgment by the session chairperson
- Logo on opening and closing session slide
- Opportunity to display promotional material inside the session stream room
- Opportunity for sponsor representative to attend sessions and welcome delegates as they enter the session
- Acknowledgment on selected printed material leading up to and during the conference
- Website package including placement of your logo on the conference website and a listing in the online trade directory
- Company logo on the conference handbook
- Opportunity to hand out 1 brochure as delegates enter the stream or include 1 satchel insert into the conference bags (no larger than A4)
- Conference logo for use on your promotional materials

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**Plenary Session** $7,000

**Scientific Stream Sponsorship** $POA
## Happy Hour Drinks

**Three opportunities**

Happy hour drinks will be held on Monday, Tuesday and Wednesday evenings in the exhibition area. Catering is included.

- Naming rights to the nominated happy hour function
- Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors’ displays or signage
- Logo and sponsor’s messages displayed on television monitors during the happy hour
- Opportunity to upgrade food and beverage package, at sponsor’s cost
- Opportunity for theming or to provide entertainment during happy hour, at sponsor’s cost
- Opportunity for appropriately qualified representative to address the audience during the happy hour for a maximum of 3 minutes
- Acknowledgment on selected printed material leading up to and during the conference
- Verbal acknowledgment (opportunities to be determined)
- Conference logo for use on your promotional materials

### Pricing

<table>
<thead>
<tr>
<th>Function</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Hour Drinks</td>
<td>$3,500 per function</td>
</tr>
</tbody>
</table>

## Gala Dinner

**One opportunity**

A themed dinner will be held on Thursday 26 May, attended by 400 guests. This is one of the most popular events on the conference social calendar and the event is always sold out.

- Naming rights to the gala dinner
- Opportunity to display signage throughout the room
- Opportunity to have input into theming and entertainment
- Option of wait staff to wear aprons with the sponsor logo (provided by sponsor)
- 2 complimentary gala dinner tickets
- Opportunity to have dedicated sponsor VIP table
- Opportunity to give guests a gift or provide a table piece or place setting
- Opportunity for appropriately qualified representative to address the audience during the gala dinner for a maximum of 3 minutes
- Conference logo for use on your promotional materials

### Pricing

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gala Dinner</td>
<td>SOLD – $17,300 Thank you Guild Insurance</td>
</tr>
</tbody>
</table>

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“Likely one of the best conferences I’ve been to in terms of delegate numbers and genuine interest in talking about products and services, highly recommend exhibiting …!”

Karl Storz Endoscopy
Welcome reception and exhibition opening
$4,500

One opportunity
The welcome reception and exhibition opening will be on Sunday 22 May 2016, 6.00pm-8.00pm.

» Naming rights to the welcome reception
» Acknowledgment by the AWA President
» Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors’ displays or signage
» Logo and sponsors messages displayed on television monitors during the welcome reception
» Opportunity for theming or to provide entertainment during the welcome reception, at sponsor’s cost
» Opportunity to upgrade food and beverage package, at sponsor’s cost
» Opportunity for appropriately qualified representative to address the audience during the welcome reception for a maximum of 3 minutes
» Acknowledgment on selected printed material leading up to and during the conference
» Verbal acknowledgment (opportunities to be determined)
» Conference logo for use on your promotional materials

Conference catering, lunch and refreshments for delegates
$3,500 per day

Four opportunities
Daily conference morning tea, lunch and afternoon tea. Catering is included.

» Naming rights for the nominated catering day
» Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors’ displays or signage
» Opportunity for theming or to provide entertainment during breaks, at sponsor’s cost
» Opportunity for appropriately qualified representative to address the audience during the lunch break for a maximum of 3 minutes
» Acknowledgment on selected printed material leading up to and during the conference
» Verbal acknowledgment (opportunities to be determined).
» Conference logo for use on your promotional materials

Breakfast sessions
$6,700

Two opportunities
Preference given to medallion sponsors (sponsor pays catering, venue hire and audio visual costs)
Popular with delegates, the breakfast sessions provide sponsors with the opportunity to showcase their industry experts. Sessions are limited to 180 delegates.

Wine and cheese education poster reception
$1,500 plus production costs

» Naming rights to education poster session
» Signage near education poster boards (supplied by sponsor)
» Acknowledgement and logo in conference handbook and website.
Limited opportunities

Branding delegate accessories, such as a notepad, pen or water bottle with your company logo ensures ongoing promotion of your brand as delegates will keep and continue to use these items after the conference. Items can either be sourced by the sponsoring company or by the AVA.

The style and design are to be approved by the AVA prior to production.

**Conference proceedings on USB**

<table>
<thead>
<tr>
<th><strong>$6,975</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(or joint sponsorship will be considered)</td>
</tr>
</tbody>
</table>

**One opportunity**

All delegates will receive a conference proceedings USB containing papers for all scientific sessions. This is an ongoing resource for delegates in their practice.

- Logo and acknowledgment printed on USB
- Conference logo for use on your promotional materials
- Acknowledgment on selected printed material leading up to and during the conference
- Inclusion of your logo on conference signage, including sponsors’ board during the conference
- Website package including placement of your logo on the conference website and a listing in the online trade directory

**Notepads and pens**

<table>
<thead>
<tr>
<th><strong>$1,890</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor pays production cost</td>
</tr>
</tbody>
</table>

**Limited opportunities**

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**Water coolers**

<table>
<thead>
<tr>
<th><strong>$750</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>per cooler</td>
</tr>
</tbody>
</table>

**Limited opportunities**

- Water coolers will be located throughout the exhibition and are visited countless times throughout the day. As a sponsor, your company logo, name or message can encourage delegates to visit your booth.
- Sponsor to supply branding.

**Exhibition floor tiles**

<table>
<thead>
<tr>
<th><strong>$500</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>each per square metre</td>
</tr>
</tbody>
</table>

Direct delegates to your stand or promote your marketing message on a customised floor tile.
Exhibition opportunities

Exhibiting at the AVA Annual Conference gives you an excellent opportunity to engage face-to-face with your target market, demonstrate your products and services, establish a rapport and build relationships, all while raising your organisation’s profile.

To ensure you have the maximum exposure to delegates the following steps have been taken:

- Reduced entry fee to the exhibition (9.30am-5.30pm) to drive non-delegates to visit the exhibition.
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the industry exhibition area.
- Happy hour drinks will be held in the exhibition area after close of sessions on Monday, Tuesday and Wednesday.
- Acknowledgment on selected printed material leading up to and during the conference, including the trade directory on the conference website, conference handbook and smartphone app.

“The trade fair provides a unique opportunity to increase awareness on what products and services there are to assist the veterinary world and the continuing education is invaluable”.
J Hansenns, Director, Maranoa Veterinary Surgery
Exhibition only packages

Additional exhibitor weekly and daily exhibition registrations may be purchased, which include or exclude scientific sessions. Details will be available in the exhibitors’ manual.

<table>
<thead>
<tr>
<th>3m x 3m (9sq metres) stand</th>
<th>$6,700 (incl. 10% GST) per stand</th>
</tr>
</thead>
<tbody>
<tr>
<td>» 2.4m high black Corinthian Velcro compatible walls</td>
<td></td>
</tr>
<tr>
<td>» Charcoal colour carpeted floor</td>
<td></td>
</tr>
<tr>
<td>» White corflute sign with vinyl lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs</td>
<td></td>
</tr>
<tr>
<td>» 2 x 150 watt adjustable spotlights installed behind the fascia</td>
<td></td>
</tr>
<tr>
<td>» 1 x 4amp power point:</td>
<td></td>
</tr>
<tr>
<td>– 2 exhibitor registrations including scientific sessions</td>
<td></td>
</tr>
<tr>
<td>– Free entry in passport competition</td>
<td></td>
</tr>
<tr>
<td>– Daily catering</td>
<td></td>
</tr>
<tr>
<td>– Happy hour drinks</td>
<td></td>
</tr>
<tr>
<td>– 2 x gala dinner tickets (exhibitors must book tickets for this event)</td>
<td></td>
</tr>
<tr>
<td>– Inclusion in the website trade directory and smartphone app</td>
<td></td>
</tr>
<tr>
<td>– Inclusion in the conference handbook</td>
<td></td>
</tr>
<tr>
<td>– 1 conference satchel</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>2m x 2m (4sq metres) stand</th>
<th>$3,900 (incl. 10% GST) per stand</th>
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</thead>
<tbody>
<tr>
<td>» Stands 1 to 6, 41-49, 127 and 128 are 2m x 2m and there is a limit of one stand per exhibitor for these stands</td>
<td></td>
</tr>
<tr>
<td>» 2.4m high black Corinthian Velcro compatible walls</td>
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<tr>
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<td>– 1 conference satchel</td>
<td></td>
</tr>
</tbody>
</table>
Custom stands

Custom stands include carpeted floor space only. Lighting and power are not supplied. Please note that all designs for custom stands must be submitted to the organiser and venue for approval.

Passport competition – free for all exhibitors

Contribute a prize to the passport competition and drive delegates to your stand to get their passports stamped so they can go into the prize draw.

Exhibition services

An exhibitor’s manual will be sent to participating exhibitors along with information about registering for the conference.

“AVA conferences are well run and organised, and really gives you access to a lot of veterinarians, and opportunity to network with other companies. Thank you AVA for putting them on.”

Equine Vet and Dental Services

Above: 2015 Best Stand Delegates Choice Award – Idexx Laboratories.

Left: 2015 Best Stand Judges Award – Sound Veterinary Equipment.
Exhibition floor plan

The floor plan is correct at the time of printing, however, the organisers retain the right to alter the layout if necessary and these changes may occur without notice.
Venue floor plans
The exhibition will be located in exhibition halls H and J. The exhibition will be the networking hub of the conference, giving delegates the opportunity for direct contact with sponsors and exhibitors alike. All refreshment breaks are held in the exhibition, which also incorporates ‘chill out’ lounges, NVE testing centre and an internet café. The AVA wellness centre will be next to the registration desk.
Bump in and out information

| Set up exhibition             | Saturday 21 May 2016 – Adelaide Expo Hire  
|                              | Saturday 21 May 2016 – 12 noon – custom stand builders only  
|                              | Sunday 22 May 2016 – 10am-4.00pm – exhibitor bump in  

| Exhibition Opening Times     | Sunday 22 May 2016 – 6.00pm-8.00pm – Welcome Reception  
|                              | Monday 23 May 2016 – 9.30am-7.00pm  
|                              | Tuesday 24 May 2016 – 9.30am-7.00pm  
|                              | Wednesday 25 May 2016 – 9.30am-7.15pm  
|                              | Thursday 26 May 2016 – 10.00am-2.00pm  

| Dismantling                  | Thursday 26 May 2016 – 2.00pm – exhibitor bump out  
|                              | Thursday 26 May 2016 – 2.00pm-11.59pm – stand dismantling  

These timings are subject to change

“I think the conference this year was the best yet – it provided a valuable opportunity to meet current contacts and also make new ones. The venue was excellent and the exhibition well set up.”

Massey University
Advertising Opportunities

Conference handbook
The conference handbook is given to each delegate and has become a keepsake and useful resource long after the conference has finished.

Smartphone app
Delegates can download the official 2016 AVA Annual Conference smartphone app and stay up-to-date with the latest conference information.

Tradeshow directory
The conference website (conference.ava.com.au) received more than 12,000 visitors. Of these, 43% were new visitors and 47% were returning visitors, making the conference website one of the primary sources of information. Your company name, a hyperlink to your website and stand number will be listed.

Electronic noticeboard
Highlight your special offer or new products in one of 10 rotating 5-minute slots on a 140 cm LCD screen right in the field of vision as delegates enter the exhibition. You can choose from a static message or a 5-minute video. It’s a perfect complement to the professional spruiker if you want to promote a special giveaway or new product.

Satchel inserts
All delegates will receive a delegate pack upon arrival at the conference. The 2016 AVA Annual Conference organising committee must approve the size and content of satchel inserts prior to the conference.

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Size</th>
<th>Exhibitor (incl. GST)</th>
<th>Non-exhibitor (incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference handbook</td>
<td>Full page colour</td>
<td>$2,025</td>
<td>$4,045</td>
</tr>
<tr>
<td>Conference handbook</td>
<td>Full page colour inside back cover</td>
<td>$4,045</td>
<td>$8,090</td>
</tr>
<tr>
<td>Conference handbook</td>
<td>Full page outside back cover</td>
<td>$5,750</td>
<td>$9,090</td>
</tr>
<tr>
<td>Conference handbook</td>
<td>Half page colour</td>
<td>$1,320</td>
<td>$2,630</td>
</tr>
<tr>
<td>Conference handbook</td>
<td>Quarter page colour</td>
<td>$890</td>
<td>$1,580</td>
</tr>
<tr>
<td>Electronic Noticeboard</td>
<td>5 minute slot</td>
<td>$1,500</td>
<td>$3,150</td>
</tr>
<tr>
<td>Smartphone app</td>
<td></td>
<td>$1,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Satchel inserts</td>
<td></td>
<td>$2,025</td>
<td>$4,045</td>
</tr>
</tbody>
</table>
Key contacts and dates

**AVA Team**

**Secretariat**
Kandy Musgrave
National Events Manager
Australian Veterinary Association Ltd.
Unit 40, 6 Herbert Street
St Leonards NSW 2065
T: +61 (02) 9431 5051
F: +61 (02) 02 9437 9068
E: events@ava.com.au
Website: conference.ava.com.au
ABN: 63 008 522 852

**AVA Conference Exhibition Coordinator**
Lucy Rhodes
T: +61 (02) 9431 5065
E: events@ava.com.au

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**Adelaide Convention Centre**

Adelaide Convention Centre
North Terrace, Adelaide
South Australia 5000 Australia
Telephone: +61 (08) 8212 4099
Facsimile: +61 (08) 8212 5101
Website: www.adelaidecc.com.au

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**Adelaide Expo Hire**

Adelaide Expo Hire has been appointed as the Exhibition Builder, Furniture and Signage supplier for the 2016 AVA Annual Conference. Their custom displays division can assist you in the design, manufacture and installation of all custom built displays and exhibits. “Tell us what you’re trying to achieve and we will make it happen.”

Lauren Harrison
Adelaide Expo Hire coordinator – AVA conference
Email: laurenh@aeh.com.au
Telephone: + 61 (08) 8350 2305

Jenny Wills
Adelaide Expo Hire custom stands
Email: jennyw@aeh.com.au
Telephone: + 61(08) 8350 2308
Conditions of sponsorship and exhibition

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given.

There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered and an application has been lodged.

The conference organisers have the right to remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies visit www.ava.com.au.

Money matters

Conditions of sponsorship payment

A deposit of 50% of the total amount payable will be required upon signing the enclosed booking form and to secure your sponsorship package preference. The outstanding balance must be received no later than 26 February 2016.

Payment methods

1. Tax invoice – an invoice will be raised for payment.
2. Direct bank transfer – please contact the Conference Secretariat for bank account details.
3. Company cheque.
4. Credit card – Visa, MasterCard and Diners accepted, an additional 2.05% handling charge applies.

Cancellation

1. Requests for cancellations must be submitted in writing.
2. If cancellation is accepted, 50% of the contracted cost to exhibit will be retained.
3. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted cost to exhibit will be retained.
4. See the Terms and conditions for more information.

Conditions of exhibition payment

You will be invoiced for 50% of the total amount payable upon receipt of your signed booking form. This invoice must be paid within seven days to secure your booking. The outstanding balance must be received no later than 26 February 2016.
What next?

Applications for exhibition space will be allocated in the following order:

1. AVA corporate conference medallion supporters/partners.
2. Medallion conference sponsors.
3. AVA corporate supporters who have who have exhibited at three or more consecutive AVA Annual Conferences.
4. Companies with loyalty points and who have exhibited at three or more consecutive AVA Annual Conferences.
5. Companies that have exhibited at three or more consecutive AVA Annual Conferences (including last year’s Pan Pac Conference):
   - Contract/booking form to be submitted by email from 1.00pm AEDT on Tuesday 27 October 2015. Space will be allocated on a first come, first served basis.
6. Companies that have not exhibited at the last three AVA Annual Conferences (including last year’s Pan Pac Conference):
   - Contract/booking form to be submitted by email from 1.00pm on Thursday 29 October 2015. Space will be allocated on a first come, first served basis.
7. Stands allocation will commence in December and companies that have not paid their deposit will not receive their stand allocation until payment is received.

Please complete the enclosed contract/booking form specifying your preferred sponsorship items and exhibition location, and return it to the AVA on the relevant date, as specified above. Upon receipt of your application form, you will be issued with a written letter of confirmation stating your sponsorship entitlements.

Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later than 26 February 2016. If not received, the Conference Secretariat will charge the exhibitor an additional fee for this coverage.
The Contract

1. The term “Organiser” refers to The Australian Veterinary Association Ltd (ABN 63 008 522 852).
2. The term “Exhibitor” (as identified in the Booking Form or other written request for exhibition space) means any person, firm, company or other entity and its employees and agents.
3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form and issues a written letter of confirmation to the Exhibitor. The Booking Form and any payment obligation contained therein form part of these Terms and Conditions, such that a breach of the Booking Form shall constitute a breach of these Terms and Conditions.
4. The Organiser may cancel the contract at its discretion if the agreed deposit (as provided for in the Booking Form) is not received within 28 days of lodging the Booking Form. Additionally, the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt of the Booking Form.
5. The Organiser reserves the right in its absolute discretion to refuse any Booking Form or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition. Obligations and Rights of the Organiser.

Obligations and rights of the Organiser

6. Any decision of the Organiser is final and no negotiation will be entered into on any question not covered in this contract.
7. The Organiser agrees to hold the exhibition, however, it reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action, and without any liability to the Organiser.
8. The Organiser agrees to promote the exhibition to maximise participation. The Organiser does not however make any warranty that the venue of the exhibition or its facilities and equipment will be adequate or fit for display purposes or for any other intended use.
9. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
10. The Organiser reserves the right (without penalty) in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
11. The Organiser reserves the right (without penalty) to change the exhibition floor layout if necessary.
12. The Organiser is responsible for the control of the exhibition area.
13. The Organiser may on its discretion (and without penalty) shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors.
14. The Organiser agrees to provide the Exhibitor with an Exhibitor Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor. The Exhibitor must comply with all requirements of the Exhibitor Manual. A failure to comply with the Exhibitor Manual shall be deemed to constitute a breach of these Terms and Conditions.
15. The Organiser has the right to take such action as is necessary (including such action as may be contemplated in the Exhibitor Manual) to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person/people or property and to maximise the commercial success of the exhibition.
16. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
17. The Organiser reserves the right (without penalty) to remove any products from display that, in its discretion it considers to be inappropriate.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to review the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition. Should this review indicate that, in the absolute discretion of the Organiser, the item is offensive or conflicts with AAV policy the Organiser shall provide the Exhibitor with a verbal or written request to immediately remove the item from distribution at the exhibition. Failure to comply with this request shall constitute a breach of these Terms and Conditions.
20. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person, including exhibitor staff, representatives, visitors, contractors and/or agents, entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser may in its discretion specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these regulations.
24. The Organiser will arrange security onsite during the period of the exhibition.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid by that date which is 28 days prior to the start date of the exhibition and that all payments are otherwise made strictly as required under the Booking Form or as otherwise required in these Terms and Conditions.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition. The Exhibitor acknowledges that the Organiser makes no promise or warranty in connection with the commercial viability of the Exhibitor participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issued by the Organiser including those outlined in the Exhibitor manual.
30. The Exhibitor must observe, perform and fulfil the requirements of any statute, regulation, by-law or local law including without limiting the generality of the foregoing, all statutes, regulations, by-laws and local laws relating to health, safety, water supply, sewerage, fire protection and building requirements.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. The Exhibitor must make good any damage caused to any part of the venue of the exhibition or to any adjoining premises occasioned by misuse, abuse, or want of care on the part of the Exhibitor, its servants, agents, contractors or invitees or otherwise occasioned by any breach or default of the Exhibitor. At the end of the exhibition, or sooner if required by the Organiser in accordance with these Terms and Conditions, the Exhibitor must vacate any display space allocated to it, remove all of the Exhibitor’s property from the display space and leave it in the same condition as when it was first occupied by the Exhibitor. The Organiser will not be liable for any property left or abandoned at the venue of the exhibition and may remove and deal with any property of the Exhibitor not removed by the Exhibitor as it sees fit, at the cost of the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set up, or may be requested to cease building.

34. The Exhibitor is responsible for all items within their allocated exhibition space.

35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.

36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser.

37. The Exhibitor agrees to engage the Organiser’s preferred freight forwarder and to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged.

38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.

39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

40. The Exhibitor agrees to not sell, display or promote products or services that conflict with the policies of the Organiser, and accepts that the Organiser has the right to remove any product from display that the Organiser determines conflicts with those policies, without penalty. The policies of the Organiser and shall be those which are presented on the websites of these organisations, or are those to which other written directions or guidance are provided by the Organiser.

**Storage of goods**

41. Instructions regarding storage will be outlined in the Exhibitor manual distributed prior to the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

**Stand services and construction**

42. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for insurance, public liability and Occupational Health and Safety. Access will be denied without such documentation.

**Breach of Terms and Conditions by Exhibitor**

43. In the event of any breach or any other contravention of any of these Terms and Conditions, the Organiser shall be entitled to immediately revoke any right to use the exhibition space granted to the Exhibitor. In the event of such revocation, if the Exhibitor has already erected displays or other materials or constructions, the Organiser shall have the right to require the Exhibitor to remove such displays, materials and constructions forthwith without disruption to other exhibitors or, at the Organiser’s discretion, to otherwise vacate such displays, materials and constructions for the duration of the exhibition or dismantling by the Exhibitor at the conclusion of the exhibition. In either event, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Exhibitor all the moneys then due and owing to the Organiser. The Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the removal or vacation, as the case may be, of the Exhibitor’s display. The Exhibitor shall indemnify the Organiser for any loss or damage suffered by any other person as a result of the Exhibitor’s conduct referred to above and the consequences thereof.

**Insurance, Indemnity and Liability**

44. The Exhibitor occupies the venue of the exhibition at its own risk. The Organiser will not be liable for, or responsible to, the Exhibitor or any other party for any loss arising howsoever whether for personal injury, loss of life, damage or loss of property, loss of business or economic loss which may be suffered or sustained in or around the venue of the exhibition or otherwise in connection with the exhibition except to the extent of any negligence of the Organiser or its employees, contractors or agents. Without limiting this clause, the Organiser will not be liable for or responsible to the Exhibitor or any other party for: (a) interruption, failure or variation to the supply of services to the venue of the exhibition; (b) postponement, delay or interruption, cancellation, suspension or termination of the exhibition from any cause whatsoever; (c) interference with any rights granted under this Contract directly or indirectly caused by or resulting from any matter, circumstance or cause beyond the control of the Exhibitor.

45. The Exhibitor must effect and maintain for the duration of the exhibition policies of insurance for: (a) damage to or loss of the property of the Exhibitor and their employees, contractors and agents; (b) public liability, including death injury and loss of property of third parties, including the Organiser for an amount not less than $10 million for any one occurrence; (c) work cover, workers compensation and employers liability as required by law. The Exhibitor must provide certificates of currency for the policies (at the request of the Organiser) prior to taking up occupation of the allocated exhibition space.

46. The Exhibitor must indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the exhibition and/or this Contract or caused or contributed to by the negligence of the Exhibitor, its employees, contractors, or agents.

**Payment and cancellation**

47. The Exhibitor must make payment of amounts due by the dates set out in these Terms and Conditions (and clause 26 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All deposits paid will automatically be forfeited and no refund will be made. No exhibitor shall occupy allocated exhibition space until all moneys owing to the Organiser by the Exhibitor are paid in full.

48. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

49. In exceptional circumstances the Organiser will consider Exhibitor cancellation, but only if the following conditions are complied with:
   - The request for cancellation is submitted in writing.
   - The request is received at least six (6) months prior to the exhibition.
   - The Exhibitor is able to re-let the cancelled space in its entirety.
   - The reason for the cancellation is, in the opinion of the Organiser well founded. (and does not include bankruptcy, liquidation, receivership or similar event).
   - The Organiser confirms acceptance of the cancellation in writing.
   - All monies due under these Terms and Conditions have been paid in full.

50. The Exhibitor accepts that if cancellation occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted price to exhibit will be payable to the Organiser (less any amounts already paid) and the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice.
Please complete the contract and booking form below, then scan and email to events@ava.com.au. Please refer to page 24 of this prospectus for the appropriate booking date for your organisation. These dates will be strictly adhered to. All amounts are in Australian dollars and include 10% GST.

Contract and Booking form

Company name: Purchase order no:
Contact name: Position:
Address:
Suburb: State: Postcode:
Telephone: Facsimile: Mobile:
Email: Website:
Product / service to be exhibited:
Do you wish to participate in the free passport competition?  Yes  No

Exhibition space booking

<table>
<thead>
<tr>
<th>no. of 9 sqm stands (modular or custom stands)</th>
<th>no. of 4 sqm stands (limit 1 per exhibitor)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,700</td>
<td>$3,900</td>
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</tbody>
</table>

Total

Sponsorship opportunities
- Platinum partnership  SOLD
- Gold partnership  $35,590
- Silver partnership  $25,495
- Bronze partnership  $15,540
- Themed ‘chill out’ lounges  $6,500 per lounge
- Mobile app  $8,000
- New product gallery  $1,975
- Speakers preparation room  $2,500
- Water Coolers  $750 per cooler
- Exhibition floor tiles  $500 each
- Plenary session  $7,000
- Scientific stream sponsorship  Price on application  SOLD
- Gala Dinner  $17,300
- Conference proceedings on USB  $6,975
- Welcome Reception  $4,500
- Happy hour drinks (3 function opportunities)  $3,500 per function
- Conference catering, lunch and refreshments for delegates (3 opportunities)  $3,500 per day
- Breakfast sessions (2 opportunities)  $6,700
- Notepads and pens  $1,890 per item
- Wine and Cheese Education Poster Reception  $1,500

Sponsorship investment total $

Advertising investment total $

The organising committee reserves the right of refusal of any application. AVA Corporate Supporters will be given first choice of stand location. See page 24 for order of stand allocations. 50% non-refundable deposit is required immediately.

I / We agree to the Terms and conditions as stated on page 25 of this prospectus.

Name: Position: Signed: Date:  Total price of contract $

Office use:
Date form received: Time: Confirmation letter date: Date & Time:

Advertising opportunities
- Smartphone app (exhibitor)  $1,000
- Smartphone app (non-exhibitor)  N / A
- Satchel inserts (exhibitor)  $2,025
- Satchel inserts (non-exhibitor)  $4,045
- Electronic noticeboard 5 minute slot (exhibitor)  $1,500
- Electronic noticeboard 5 minute slot (non-exhibitor)  $3,150

Conference handbook advertising
- Full page colour (exhibitor)  $2,025
- Full page colour (non-exhibitor)  $4,045
- Full page colour inside back cover (exhibitor)  $4,045
- Full page colour inside back cover (non-exhibitor)  $8,090
- Full page outside back cover (exhibitor)  $5,750
- Full page outside back cover (non-exhibitor)  $9,090
- Half page colour (exhibitor)  $1,320
- Half page colour (non-exhibitor)  $2,630
- Quarter page colour (exhibitor)  $890
- Quarter page colour (non-exhibitor)  $1,580

Please note
If you require a purchase order number to be added to your invoice, it must be supplied at the time of booking.

Please forward this form to: Conference Secretariat by email to events@ava.com.au
2016 AVA Annual Conference  Unit 40/6 Herbert Street, St Leonards NSW 2065 Australia
P: +61 (02) 9431 5051    F: +61 (02) 9437 9068  E: events@ava.com.au  W: www.conference.ava.com.au
2016 Sponsorship and Exhibition Opportunities

Scientific Program: 23-26 May
Exhibition: 22-26 May

Adelaide Convention Centre
Adelaide, South Australia